TO: LORI
FROM: GREG M.

001 RJ REYNOLDS N. JERSEY DIV. 1226 15:39 08/26/96

TERRITORY REPS

DEVELOPMENT OPPORTUNITIES

*IMPROVE CALL COUNT/PENETRATIOIN	*UTILIZE 4 DAY SELLING/1 DAY IMPLEMENTING TECHNIQUE. *12-15 CALLS M-TH. . *FRIDAY SET UP PERM. DISPLAYS SOLD DURING WEEK *UTILIZE GSW'S FOR PDI BLITZ'S
*IMPROVE FOLLOW THROUGH OF DPC PROMOTIONS	*PREBOOK DPC STAGGERED(WEEKLY) *UTILIZE TELEMARKETING TO INSURE DPC IS REC'D BY STORES
*DEVELOP MORE FOCUS IN RETAIL CALLS	*KEY IN ON ONE FULL PRICE BRAND AND DORAL IN EACH STORE(ADV.)
*ANALYSIS SKILLS	*UTILIZE DISCOVERY TOOL TO DETERMINE RJR NEEDS.

Source: https://www.industrydocuments.ucsf.edu/docs/rxjy0000